Getting the most out of feedback

Carefully read each user's feedback (it's nice to read it twice).

Absorbing feedback can be difficult, and if it's hard to be objective, read this once and put it aside until you feel you can make full use of the feedback.

Read the feedback again, making notes as you go.

In a notebook or text file, record both the "good" and "bad" feedback that stood out to you. Anything you think is worth noting, write it down, restated in your own words.

Focus more on user reactions and less on suggested "solutions". If someone mentions a "fix" that makes sense, make a note of it, but otherwise don't worry about "solutions" yet.

Separate "good" from "bad".

Once you have notes from all the feedback you've received, divide your notes into two lists, one of things people liked, another of things people didn't like or had problems with.

Use your judgement to order the "bad" feedback from most important to least.

Base this on your opinion, and get rid of anything that you don't think is a real issue.

If you're not sure if you should keep an issue in your list, then don't. If it is a real problem, it will reappear in later steps, and the bigger issues will feel obvious at this point.

"Fix" the biggest issues first. Do this by making the smallest changes possible.

Often "massive" issues can be fixed by making very small tweaks to your site. Small changes, often by removing rather than adding, can often solve "big" problems.

Approach each problem with the goal of doing the least amount of work possible. For any solution you come up with, ask yourself: "is there a way to fix this that requires less work?"

After making changes, get new feedback from new participants.

This will let you know if the fixes you implemented worked, and show you what issues remain. New issues will come to light once bigger ones are fixed.

Run this process till you can't find anything worth changing.

After that, make a note to get new feedback in a month.

In a month you'll be ready to hear new feedback, and if you continue with new feedback every month, you'll always be improving your site.

If you're using a feedback service like UsersThink (and you should!), try testing with a different page on your site.

Free guide provided by UsersThink (cause we're awesome!)